

## ORDER



## Orders

Order / Rev: **36858**  
 Alt Order #:  
 Product Desc: **District 20**  
 Estimate:  
 Flight Dates: **10/23/12 - 10/29/12**  
 Original Date / Rev: **10/22/12 / 10/22/12**  
 Order Type: **GENERAL**

## WTVF

Primary AE: **Political Political**  
 Sales Office: **WTVF**  
 Sales Region: **Local**

## Agency

Name: **Fletcher Rowley Riddle-TN**  
 Buying Contact:  
 Billing Contact:  
 1720 West End Avenue, Suite 630  
 Nashville, TN 37203

Billing Type: **Cash**  
 Billing Calendar: **Calendar**  
 Billing Cycle: **EOM/EOC**  
 Agency Commission: **15%**

## Advertiser

Name: **Phillip North for State Senate**  
 Demographic: **A25-54**  
 Product Codes: **PO03**  
 Priority: **P5**  
 Revenue Codes: **AGY, POL, CAND**

New Business Thru: **10/31/13**  
 Order Separation: **00:30:00**  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/29/12	17	\$9,100.00	\$7,735.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$9,100.00	\$7,735.00	0.00
Totals	17	\$9,100.00	\$7,735.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	10/23/12	10/29/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a MTWTF--	:30	1	\$525.00	P4	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1			\$525.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1			\$525.00		0.00			
N 2	WTVF	10/23/12	10/28/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a --1-1--	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1-1--		2			\$300.00		0.00			
N 3	WTVF	10/23/12	10/28/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p -1-1---	:30	2	\$625.00	P4	0.00	NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1-1---		2			\$625.00		0.00			
N 4	WTVF	10/23/12	10/29/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p MTWTF-- (6:00 PM-6:30 PM)	:30	1	\$750.00	P4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1			\$750.00		0.00			
		Week: 10/29/12	11/04/12	M-----		1			\$750.00		0.00			
N 5	WTVF	10/24/12	10/28/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p --W---S	:30	2	\$1,100.00	P4	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W---S		2			\$1,100.00		0.00			
N 6	WTVF	10/27/12	10/27/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a -----S-	:30	2	\$300.00	P4	0.00	NM	2	\$600.00

Order / Rev: 36858  
Alt Order #:  
Flight Dates: 10/23/12 - 10/29/12

Advertiser: Phillip North for State Senate  
Product Desc: District 20  
Estimate:  
WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WTVF	10/27/12	10/27/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a -----S-	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		2		\$300.00			0.00			
N 7	WTVF	10/28/12	10/28/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a -----S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2		\$250.00			0.00			
N 8	WTVF	10/27/12	10/27/12	Sat News 6p-630p Sa 6p-630p	CM	558p-630p -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$300.00			0.00			
N 9	WTVF	10/27/12	10/27/12	M-Sa 10p-1035p, Su 10p-1035p Sat 10p-10-35p	CM	10p-1035p -----S-	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1		\$750.00			0.00			
N 10	WTVF	10/28/12	10/28/12	Sun News 530p-6p Su 530p-6p	CM	530p-6p -----S	:30	1	\$350.00	P4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1		\$350.00			0.00			
Totals													17	\$9,100.00

WTVF (CBS) 5 - NASHVILLE  
 PHILLIP NORTH FOR STATE SENATE - TN DISTRICT 20  
 Week 2: 10/23-10/29 (Tue-Mon)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD									
PROGRAM	DAYPART	Tue 10/23	Wed 10/24	Thu 10/25	Fri 10/26	Sat 10/27	Sun 10/28	Mon 10/29	TOTAL COST
M-F MORNING REPORT	6-7A	1						1	\$525.00
M-F PRICE IS RIGHT	10-11A		1		1				\$300.00
M-F 5P REPORT	5-5:30P	1		1					\$625.00
M-F 6P REPORT	6-6:30P			1				1	\$750.00
M-SU 10P REPORT	10-10:35P		(1)				1		\$1,100.00
SAT WEEKEND NEWS	6-9A					2			\$300.00
SUN WEEKEND NEWS	6-8A						2		\$250.00
SAT WEEKEND NEWS	6-6:30P					1			\$300.00
SAT 10 P REPORT	10-10:30P					1			\$750.00
SUN WEEKEND NEWS	5:30-6P						1		\$350.00
<b>GROSS</b>								17	<b>\$9,100.00</b>
AGENCY DISCOUNT (-15%)									\$1,365.00
<b>NET TO STATION</b>									<b>\$7,735.00</b>

Philip North for State Senate - TN20  
 414 UNION ST., SUITE 1850A  
 NASHVILLE TN, 37219  
 (615)515-8129

Treasurer: MELISSA KURTZ BLACKBURN

NORTHHP1201H "Straight Talk HD" @ 100%

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b> <span style="font-size: 1.2em;">WTVF</span>	<b>Date:</b> <span style="font-size: 1.2em;">10/19</span>
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I, Kati Bumgardner,  
 being/on behalf of: Phillip North, a legally  
 qualified candidate of the Democrat political  
 party for the office of: TN State Senate Dist. 20  
 in the General  
 election to be held on: 11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:**

\$9100.00

